

# ***The Podcast Advantage***

*New Media Marketing and Communication*



## **Who's Listening?**

Your content will determine your audience, but you can expect to reach people that are...

### **EMPLOYED**

To listen to podcasts, listeners must at least have access to a computer with a broadband connection.

### **PASSIONATE**

Those that have sought out your content and look forward to listening to every episode as it is released are going to be the most passionate about the subject and highly responsive.

### **LEADERS**

Online radio listeners are highly likely to be as influential with their own blog or podcast. They can also be highly critical and expect you to provide good value.

### **EARLY ADOPTERS**

Because of the relative newness of podcasts, listeners by definition are early adopters.

### **ONLINE**

Broadband listeners now outnumber dial-up listeners in the US over 3 to 1. About half of your audience will listen directly from the play buttons provided at your web site.

### **ON THE GO**

37% of Americans over the age of 12 own an iPod or other portable mp3 player. About half of your audience will listen to your content while away from their desk. Expect them to listen from their car, at the gym, on long trips, or while doing other things.

### **GLOBAL**

Even if you are talking about local events, expect to have listeners from all corners of the globe.

### **BROAD**

Your content will have unique demographics, but you will be pulling from a pool of people of all ages and both male and female. Refer to the latest Arbitron Digital Radio Study for more detailed information.

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